



AGENDA

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting

Tuesday, October 8, 2019

8:30 am - 10:30 am

Courtyard by Marriot

1605 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS	B. Burnham
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CONSENT AGENDA – <i>motion required</i>	B. Burnham
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3. Approval of August 13, 2019 Marketing Committee Minutes

Staff will ask for Committee approval of the August 2019 Marketing Committee Meeting Minutes.

BUSINESS ITEMS	B. Burnham
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4. Marketing Discussions (90 min)

- a. PR Duplication Discussion: Phase 2 - Visioning

The Committee will brainstorm, prioritize and identify next steps for potential solutions to reduce duplicated efforts and to increase shared efficacy and efficiency in public relations programs.

5. Advertising & Marketing Update (25 min)

Staff will review the progress on current initiatives, the paid media campaign, earned (PR) efforts and owned media programs.

ADJOURN

Brown Act Notice: Each speaker is limited to 2 minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the Marketing Committee to discuss or take action on issues not on the agenda, except that members of the Committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Committee to follow-up on such items and/or place them on the next Committee agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Marketing Committee.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805) 541-8000 at least 48 hours prior to the meeting.



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Minutes

Tuesday, August 13, 2019

8:30 am – 10:30 am

Courtyard by Marriott

1605 Calle Joaquin, San Luis Obispo, CA 93405

1. CALL TO ORDER: Brooke Burnham

PRESENT: Jim Allen, Ashlee Akers, Terrie Banish, Janine Dion, Brittany Hensley, Lori Keller, Gordon Jackson, Lindsey Roberts, Joel Peterson, John Sorgenfrei, Anne Steinhauer, Danna Stroud, Jill Tweedie

ABSENT: Audrey Arellano, Jocelyn Brennan, Molly Cano, Cheryl Cuming, Jennifer Little

STAFF PRESENT: Brooke Burnham, Michael Wambolt, Jordan Carson, Haley Cahill, Madison Quiring, Vanessa Robbins

Call to Order at 8:30 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Banish announced that Atascadero's Cruisin' Weekend would be happening August 16-17, 2019.

Burnham announced the Tourism Marketing District Renewal petition process has begun and Visit SLO CAL will be hosting a Paso Robles Lodging Investor Meeting. Burnham also noted Visit SLO CAL has an open Partnership & Community Engagement Manager position, due to a staffing change.

CONSENT AGENDA

3. Approval of July 9, 2019 Marketing Committee Meeting Minutes

Public Comment – None.

Committee Discussion – None.

ACTION: Moved by Steinhauer/Banish to approve the Consent Agenda as presented.

**Motion carried: 11:0:2
Cuming and Allen abstained.**

4. Marketing Discussions

a. Paso Robles Wine Country Alliance Brand Presentation

Peterson presented on Paso Robles Wine Country Alliance's brand platform.

Public Comment – None.

Committee Discussion – None.

b. PR Duplication Discussion – Phase 1: Discovery

Burnham walked the Committee through current PR strategies and prompted discussion for where Visit SLO CAL and the DMO's would like to go in the future.

Public Comment – Jacqui Clark-Charlesworth of the San Luis Obispo Chamber of Commerce noted that having a protocol in place to share leads, expectations, etc. is very important to establish up front.

Committee Discussion – Committee discussed future strategies, ideas and potential next steps.

Keller asked if Visit SLO CAL has a calendar for what they talk about/pitch about each destination. Burnham noted that Visit SLO CAL has requested that information before but can do it on a more consistent basis to be sure information is up to date.

Cuming noted that providing more reporting out after a FAM would be very helpful. Burnham replied that Visit SLO CAL currently sends out Media Alerts when partners are mentioned in articles, but can look into creating a wrap report with more information to share directly after the FAM has finished.

Hensley noted timing is a big issue and would like more pre-planning so there's enough lead time to be able to add to agendas for DMO's Committees and Boards.

5. Advertising & Marketing Update

Staff was unable to review the Ad & Marketing update. Burnham reviewed Media Training that Turner PR supplied.

Public Comment – None.

Committee Discussion – Sorgenfrei noted that participation would depend on what level of PR the media training would be geared towards. Burnham noted this training would be geared more towards marketing and communications professionals.

Stroud asked about pricing. Burnham noted it depends on how many people participate and could potentially price it similarly to our educational symposiums.

Sorgenfrei requested that Visit SLO CAL put the Ad and Marketing Update first so staff can review it with the Committee.

ADJOURNMENT

Meeting adjourned at 10:38 am.